User Manual ASEOPS 9

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Welcome to ASEOPS

The **AceBIT SEO Professionals Suite**, short **ASEOPS**, is a new software product which emerged from the popular search engine optimization tool Hello Engines! (Professional). It was mostly made for professional webmasters, agencies and companies which take care of or own several website projects.

The program offers a number of tools which will support you in your daily work regarding search engine optimization to get a better position in Google & Co. in the long term. **ASEOPS** automates many processes and helps you to gather information and reports at one central place. Test your website and its ranking, find new keywords and much more. That way you will be able to reach the target group which is meant to find you on the Internet.

For the new features of the current version visit ASEOPS.com.

If you want to start working with **ASEOPS** straight away, go to Quick start. In addition, the program includes a number of help options which you can choose if you have any questions or problems.

What's new in ASEOPS

Our software is being developed and updated constantly. In order to see what makes this software better than the previous versions please visit one of our websites, depending on what edition you are using: ASEOPS.com.

Getting started

Setup

To install **ASEOPS** on your computer, do as follows:

1. Go to the **ASEOPS** website, select the **Download** menu and choose the desired version of **ASEOPS** .
2. Click the indicated download link.
3. Then select the folder where you wish to save the file or execute the file directly.
4. Follow the instructions of the installation wizard.
5. After successful installation, always go to the Update manager. This way, you make sure that you are using the latest version of **ASEOPS** .
6. Go to File -> Unlock to request a free activation key and enter your valid unlock code you received by e-mail to unlock the program.

System requirements

* Operating system: Windows 8, 7, Vista, 2000, XP, or 2003

* 400 MHz Intel Pentium II processor or later

* 512 MB RAM or more

* Internet Explorer 8 or higher

* 45 MB of free hard disk space

Unlock to full version

To work with **ASEOPS**, you need to unlock the software.

> **Important**: To unlock **ASEOPS** you need to be connected to the internet.

You can either select the option **Unlock Now** on the first program start or go to the **File** menu in the test version and select **Unlock**. If you already have an unlock code, select Step 2 - Unlock to full version.

Step 1: User information

Here you enter your personal details.

> **Important**: Please enter a valid email address. You need to enter an email address that you can access during the activation. Do not use email addresses of third persons as you need to enter the activation key which is sent to that address to complete the activation.

Step 2: Request activation key

Click the *Request Activation Key* button. Your activation key is sent to the specified email address within a few minutes.

Then enter the activation key into the **Activation Key** field.

> **Important**: You can simply request a new activation key if you need to activate your software again. You do not need to save your activation key.

Step 3: Enter unlock code

Enter the unlock code which you received when ordering the software.

Afterwards click **Next** and finish the wizard.

Deactivate ASEOPS

With a valid unlock code, you can unlock **ASEOPS** on **up to two** computers at the same time.

If you want to move **ASEOPS** to another PC, you will need to deactivate it on the old computer. Only then you will be able to use the unlock code on another PC.

To do so, please click **Deactivate Software** in the **File** menu and confirm to deactivate it.

> **Important!** This also applies when you re-install your operating system. Please make sure to deactivate **ASEOPS** first.

If you should forget to deactivate it or it is no longer possible, because the computer crashed, please contact our support to have it deactivated.

Update Manager

The **Update Manager** enables you to keep your software up-to-date at all times. It automatically checks via the Internet whether a newer version of **ASEOPS** is available.

Use this command regularly to ensure that you are always working with the most current version.

If you have problems, make sure no antivirus software or firewalls may stop the **Update Manager** from connecting to the Internet. If the problems persist, download product updates manually from the **ASEOPS** website.

From the **File** menu, select the **Update Manager** to start it. Click **Start** on the Welcome Page to search for available updates.

If the program finds an update, leave the check box activated to install the according program version.

> **Note:** Only free updates will be installed.

If you would like to use the Update Manager at each startup, you can specify that in the Options.

Help and support

To get help on a specific topic:

- If you are using **ASEOPS** for the first time, read Quick Start.
- Search respective term in Help Index.
- For context-sensitive help press **F1** while executing **ASEOPS** or click the *Help* button.
- Refer to the **user manual**.
- Read the FAQs; all frequently asked questions are answered here.
- Post your questions to the **ASEOPS** Support Forum (open to all users), or look for answers to your questions there.
- Contact our Support.
- Take a look at the online help.

Quick Start

You want to start immediately without reading the entire user manual? The following instructions will help you:

1. Go to the **Projects** section and click **Add** to create a new project based on your URL. Fill in the most important data and select a primary keyword and search engine for the project.
2. Navigate to the **Analysis** section and have your website analyzed. You will receive an overall rating for your site which will show you the current state regarding optimization. In addition, you can check the HTML code, links and load time of your website in this section of **ASEOPS**.
3. In the **Keywords** section you can create keywords and keyword lists and find new keyword combinations using different keyword tools.
4. To determine the current ranking of your website for specific keywords go to the **Ranking** section. Here you can also see a history of your ranking results.
5. With the help of different modules you can use tools to create sitemaps and meta tags or validate your HTML code. Additionally, you can report your website to several search engines.

The software also helps you determine a number of details about your site in regards to backlinks and pagerank distribution as an example. All crucial analyses can be put into a report and exported.

6. Go to the **Reports** section and print or save all the necessary reports, so that you can compare your current results to the one which you achieve during the optimization process.

Task Planer

You can schedule automatic analyses, ranking queries and submissions by using the **Task Planer**. ASEOPS doesn't need to run in order for the Planer to work.

Starting the Task Planer

Double click the file **aseops_tp.exe** from the **ASEOPS** installation directory.

> **NOTE:** The tasks will run even if **ASEOPS** is not started, but you should configure the **Task Planer**'s **Options** to start together with Windows.

Adding a new task

In order to add a new task click on **Task** > **New Task** or hit the shortcut key combination **CTRL + N**. Add the desired project(s) by clicking on **Add** and configure the task afterwards in the task properties dialog.

Manage tasks

You can access and modify a task's **properties** at any time through the context menu, by right-clicking on the task. You can also **start**, **stop** or **delete** a task over the context menu.

Log

You can always check if a task was completed successfully or if there was an error in the **Status** column of the **Task Planer** main window. More detailed information can be found in the **Results** tab from the task **properties**.

Alternatively to the **Task Planer** you can create a batch file with the following command:

<path>helloengines9.exe -<command> -<list>

<path> = path to the **ASEOPS 9** installation directory
<command> = analysis, ranking or submission
<list> = fully qualified name of the plain text file with the name of the project filenames (*.sit).

Working with the program

What does ASEOPS do?

ASEOPS is a software which facilitates making your website known on the Internet. It helps you to detect and improve weaknesses and to find the right methods to ensure that your website is found, that is, it helps you to optimize your website for search engines.

These are the features which **ASEOPS** offers:

- Convenient management of different projects
- Detailed analysis of all important Ranking criteria
- A ranking query and a keywords section which will allow you to find and analyze keywords for your website
- Numerous tools, which allow you to create detailed optimization measures for your website
- Well-structures reports which show the results of your work at a glance

The user interface

ASEOPS is a powerful application comprising many features. One of the design objectives for the user interface was to automate as many processes as possible, so that handling the program is as easy for users as possible.

The user interface is separated into eight related modules:

- Projects
- Analysis
- Optimization
- Keywords
- Backlinks
- Ranking

- Tools
- Reports

Via the main menu, you can access the Tools menu with some additional wizards.

Projects

Projects

The **Projects** module consists of two sections:

- **Project Files**: **Here** you create new projects with URLs and other data, like keywords and a primary search engine for which you would like to optimize with **ASEOPS**.
- **Templates**: **Here** you can create templates which you would like to use for several projects, as for example for websites or keyword sets, for which you would like to optimize.

Project Files

Project Files

In this program section you can create your projects which you would like to optimize with **ASEOPS**. Apart from the URL of your website, you will have to enter some basic information and select the search engine and keyword for which you would like to optimize your site.

- **Add**: Click **Add** to start the New Project Wizard which will help you to enter the data which is needed. Afterwards, all projects will be shown in the Project list with the according information and a screenshot of the website on the right side. Below you can see the SEO check list for the selected project which can be used to work through the list of measures which need to be taken. Thus you can manage several projects without losing track.
- **Open**: Select a project from the list and click **Open** to select it or double-click it.

- **Close**: Accordingly, you can use the **Close** button when you are finished with a project.
- **Properties**: If you would like to make changes to one project, click the Properties button to open it and have the opportunity to apply changes. Click the **Save** button then.
- **Duplicate a Project:** In case you have a project which is very similar to an existing project, you can **Duplicate** a Project and make the necessary changes.

> **Note:** If you are managing many projects you can add and use folders for a better overview.

New Project Wizard

The **New Project Wizard** can be accessed in the **Project Files** section and will help you setting up your website project.

1. URL

Enter the URL for this project. Normally, this will be the main site of your website project, that is http://www.mysite.com

Alternatively, click **Local File** if you want to analyze a HTML document which is saved on your disk.

Afterwards, click **Next** and **ASEOPS** will start retrieving the available data from the specified website.

2. Website Data

On this form of the wizard, enter some basic descriptions about your website. **ASEOPS** will fill in most of the information based on the information which was found on the website. If the according information was not found on the website or you would like to change it you can enter text manually. A **comment** can be added containing some additional information like a delivery date. Furthermore, you can load information from a template on the right side or save it as such. Then, click **Next**.

3. Project Keywords

Here, you can select the **Preferred Search Engine** for which you would like to optimize your website and define the number of matches to be checked.. In addition, please select your **Primary Keyword**, that is the keyword for which you would like to optimize your site primarily and some additional keywords. **ASEOPS** will offer you some keywords according to the content which it found on your website. You can either select one of those keywords as primary keywords if you click the arrow button on the right, or choose a different keyword by typing it manually. You can also load that information from a template or save it as such. Load from Collection allows you to use the keywords you created in the Keywords section. Alternatively, you can load keywords from any text file.

> **Note**: You need to select a primary keyword and a preferred search engine to be able to continue.

Afterwards, click **Next**.

4. Access Data

Specify here, where the according html file is stored which you would like to optimize. As **Website Location** select either your local system or FTP Server. You can test the connection data which you entered by clicking **Test Connection**.

If you do not have direct access to the according files you can check the option **No access to source files**. You can then not directly edit the HTML code, of course.

5. Advanced Settings

The analysis settings which **ASEOPS** uses by default can be adapted on this tab. The **Scan Depth** refers the link checking and determines how deep the program will check. The **Max. number of pages** determines how many documents will be considered for the technical analysis. At **Max. ranking results** you can determine how many positions in search engines will be checked, which is the top 10 by default. In addition, you can set some skip options for websites you would like to skip by default.

In the **Additional** section you can add some further information to your project:

- The **Report template** is used to customize reports which you are creating inside of this project.
- The **Customer Data** allows you to save information about the client for which you are doing the project.
- The **Submission Data** template is only used for the **submission to search engines**.

Click **New template** if you want to use any of these three templates to create one.

> **Note**: All advanced settings are optional.

6. Wizard Completion

After you have filled in all the necessary fields, you can complete the **New Project Wizard** by clicking **Finish**.

By default, **ASEOPS** will now start to analyze your website.

In case you want to create some other projects first, uncheck the according option **Start Website Analysis**.

Project Properties

In order to adapt a project upon its completion, open the project's **properties**. Here, you have five tabs at your disposal.

Website Data

In this form of the Project Wizard, you enter your website's basic descriptions. Most form fields are already filled out by **ASEOPS** with the information the software has found on the website in question.

This information is also sent to search engines during **Automatic** and **Manual Submission**.

If you would like to change the filled-in information, you can do so here manually.

If certain information has not been filled-in as it is not (yet) to be found on your website, you may fill this data in manually.

- **URL**: Enter the project's URL. Normally, this is the main page of your website project, e.g. http://www.mysite.com.
- **Description:** Enter a description for your website.

> You can vary your description that is submitted to search engines, by splitting it into multiple parts with different variables.
> **ASEOPS** uses the following delimiters { } and |
> e.g.
> *{This} {is|was} {my|our|the} {first|latest} {website|project} {for fun|submission|this year}*
> **ASEOPS** will use a variable from within each unit marked by the brackets.

- **Local File**: Instead of entering a URL, you may click on this button in order to analyze an HTML file stored on your PC.
- **Update Screenshot:** Creates another preview thumbnail of your website.

- **Update Site Age:** Updates the date when your site was firstly registered.
- **Load from Template/Save as Template**: All of the above information you may also load from a template instead of typing it in manually, or else save in form of a template in order to use it again in future projects.

Keywords

On this tab, you provide the following details concerning search engines and keywords:

- **Preferred Search Engine**: Here you may choose the search engine which you prefer. In the drop-down list, **ASEOPS** offers you some search engines to choose from.
- **Max. Matches:** Defines how many results should be checked in the preferred search engine.
- **Primary Keyword**: Determine the keyword for which your website shall be optimized. This keyword may be a single word or a phrase, and you may type it in manually or select it from the drop-down list. The drop-down list in question offers keywords that correspond to the content of your website or that are proposed in the list of additional keywords below.
- **Alternate Keywords for the Home Page**: Proposes additional key phrases for your site's home page.
- **Load from Template/Save as Template**: All of the above information you may also load from a template instead of typing it in manually, or else save in form of a template in order to use it again in future projects.
- **Add Keywords**: A click onto this button opens up a window in which you may manually enter up to 15 keywords.
- **Load from Collection**: Via this button you may load keywords from the corresponding selection.

- **Load from File**: This button lets you load keywords from a file, e.g. a text file or a CSV file.

Access Data

This tab provides following options:

- **Default Filename on Server:** Here you may choose the standard file, e.g. index.htm(l) or default.htm(l).
- **No access to source files:** Check this option if you do not have direct access to the source files. In this case, the software will download the files in write-protected mode. If you uncheck this option, i.e. if you can access the source files, the buttons and fields below will become activated.
- **Website Location:** Choose here where the website is located. You may select from Local System, FTP Server and SFTP Server. According to your location selection, you will then enter the location's access data below.
- **Test Connection:** Click here in order to test your connection settings.

Advanced

This tab allows you to modify the analysis settings which **ASEOPS** uses by default.

- **Max. Link Level:** This option determines the level up to which **ASEOPS** will analyze links, i.e. how 'deep' the software will scan your website's links.
- **Max. number of pages:** Here you determine the maximum number of documents that shall be analyzed by **ASEOPS**.
- **Max. ranking results:** Determine how many positions among search engines will be analyzed. Usually, only the top 10 are queried.
- **Scheduled Ranking/Submission:** By means of this function, you can let the ranking query and/or the submission to search engines be carried out automatically. A click onto the button Settings opens the Windows Task Planer who helps you to configure the precise settings.

Having made all of the desired changes, click **OK**.

SEO Check List

There are numerous factors which are important for successful search engine optimization and which you should thus bear in mind after creating the actual website.

The **SEO Check List** in **ASEOPS** offers you a check list with which you can carry out these steps one by one. That way you can always maintain an overview even with several projects.

The list consists of twelve steps ("tasks") and is divided into four colons: task, task status, program functions and comments.

- **Task**: Here are listed the twelve basic steps related to search engine optimization. If you double-click onto a task, you will see its single subtasks. After you have carried out a certain subtask and thus consider it as completed, you can check the box at the left of the respective subtask.
- **Task Status**: Here you see your progress within the SEO check list. If you mark a certain task as completed, its task status is set to "Done." At the same time, the status of the subordinated task, to which this subtask belongs, rises. In this way, you always see at first sight how much you still have to do at how many tasks.
- **Program Functions**: In this colon, you see the function by means of which you can check or carry out a certain task (e.g. find out the number of competitors by using the keywords tool). A click onto the corresponding functions leads you directly to the respective module.
- **Comments**: This colon shows a description of the task that is selected in the colon at the left.

Templates

Templates

In the **Templates** section you can create templates which you want to use for several of your projects. In addition, you can edit templates which you created from a project.

Select the kind of template you want to create from the available tabs. Then click **New Template** to create an according template in this category.

There are the following possibilities:

- Websites
- Keyword Sets
- Customers
- Submission Data
- Access Data
- Report Templates

If you have already existing templates, you can select one in the list and click **Edit Template** to change it.

Of course, you can also **Delete** a template.

On the right side of the toolbar you can change the item **View** by selecting the desired option.

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Of course, you can also **Delete** a template.

On the right side of the toolbar you can change the item **View** by selecting the desired option.

Template Websites

First of all, enter a name for your template. Then you can add or edit all or some of the following information:

- **Title**: Enter the title of your website
- **URL**: Enter the URL of your website
- **Country**: Select a country for which your website is made, otherwise select International.
- **Language**: Select the language of your website
- **Description**: Enter a description on what your website is about and which topics it covers.

Afterwards, click **OK** to save it.

Template Keyword Sets

If you create a new template and choose the **Keyword Set** option, you may indicate following information:

- **Name**: First, indicate a name for this template with keywords sets.
- **Keyword**: Here, you can enter the primary keyword of your website as well as single search terms or combinations of search terms. By entering characters into the field **Keyword**, the buttons at the right of the field (Add and Replace) become active.
- **Add**: If you clin onto this button, the term entered in the **Keyword** field is taken over into the list below.

- **Replace**: With this function, you may edit or entirely replace keywords in the list. To do so, you first need to click onto one of the keywords in the list. This term will then be shown in the **Keyword** field. Now you edit the term in the **Keyword** field as desired. In this way, the buttons **Add** and **Replace** become active so that you may now use them.
- **Current Project:** Imports the keywords from the project's properties.
- **Load from File**: This button allows you to load keywords from a file, e.g. a text file.
- **Load from URL**: With this function you may load keywords directly from a URL.
- **Clipboard**: By clicking onto this button, you may import keywords from the clipboard.
- **Delete/Clear**: These options delete one viz. all keywords from the list above.

After entering or changing all the keywords as desired, click **OK** to finish your list.

Template Customers

First of all, enter a name for the template you are creating.

Then you can enter the **First Name**, **Last Name, E-Mail, Company,** some **contact information** of a client and select a **Salutation**.

Once you are finished, click **OK**.

Template Submission Data

This template is only used to submit your website to search engines. The information is required by some search engines.

First of all, enter a name for the **submission data** template.

Then, fill in all the fields in the **webmaster** and **organisation** sections, if possible.

A **User Name** and **Password** are required by some search engines when registering. Please be careful that you are not entering a password which you are using for some confidential log-in as well.

> **Note**: Please be careful about the e-mail address you enter as it could be abused by spammers.

Template Access Data

First of all, enter a name for the access data template.

In addition, please specify where the according html file is stored which you would like to optimize. As Website Location select either your local system or FTP Server.

Afterwards, click **OK** to save your template.

Template Report Templates

In **ASEOPS** you can generate a report which can be adapted to the format and style you like. To do so, go to the **Templates** section, select **Report Templates** and click on **New Template**.

- **Name**: First of all, enter a name for your template.
- **Style Sheet**: In this section, you may change the report's appearance. To do so, you can either select a default style sheet or a custom one. If you choose the custom option, you can load a CSS file by clicking onto the **Select** button.

Additionally, you may set and change the report's attributes:

- **Report Description**: Here you can change the report description in the report's heading. Just enter your text into the text field or adapt the default text.
- **Report Logo**: Here you may determine the report's logo. The selected logo will be displayed in the window beneath it. If you click onto the **Select** button, you may select your own logo, e.g. your company's logo. If you click onto **Restore Default**, the **ASEOPS** logo will be used.
- Report Copyright: Furthermore, you have the possibility to change the copyright in the report's footer.

Click **OK** if you would like to save the changes you have made.

Analysis

Analysis

The **Analysis** module will help you to get an overview of the current status of your website project. This information is needed to determine which the necessary improvements are and which weaknesses and errors need to be revised or corrected.

It is divided into the following sections:

- Website Analysis
- Analysis Report
- Website Rating
- SEO Analyzer

Website Analysis

The **Website Analysis** section will help you to get an overview of the current status of your web project. In addition, this information is needed to determine which the necessary improvements are and which weaknesses and errors need to be revised or corrected.

- **Start Analysis**: Click here in order to launch your website's analysis.

  Thereupon, **ASEOPS** will download the necessary data from and about your website. If you would like to exclude certain aspects in the list from the analysis, simply uncheck these elements.

  - **Cancel**: In the progress window, you may click on the Cancel button in order to stop the analysis before its end.
  - **Pause**: Additionally, you can click onto Pause in order to stop the analysis temporarily. To continue the analysis again, click onto the Continue button.
  - **Save Analysis in History**: A click onto the small arrow on the **Start Analysis** button opens up a dialog window in which you can determine that the analysis' history shall be saved.
  - **Auto-create New Report**: A click onto the small arrow on the **Start Analysis** button opens up a dialog window in which you can determine that a new report should be created automatically after the analysis is completed.
- **Analysis Settings:** Here you can import or export custom presets for analyses.
- **Select**: This function either checks or unchecks all of the elements in the list for the analysis, depending on whether you choose **Select: All** or **Select: None**.
- **History**: Click here in order to see the dates of the last analysis.

Once the analysis is completed, there shows a window containing following information:

- Number of analyzed website elements, found errors and generated warnings
- Overall rating of the website (from 0,00% to 100,00%)
- **Go to Optimization Area**
- View Complete Report.

Note: You can change the importance and weight of the analysis elements in the **ASEOPS Program Options** on the Custom Ratings tab.

Analysis Report

Analysis Report

The **Analysis Report** in **ASEOPS** comprises the results of the analysis which was done in the Website Analysis section.

All results are listed clearly arranged, so that you can easily determine the weak and already improved parts of a website. This is useful if you want to show the results to a customer of yours or want to have an overview of the work you have done for your own website.

> **Note**: Please execute the query in the module **Website Analysis** anew in case you have changed the keywords or search engines.

The section Analysis Report consists of three tabs: Problems found, Overall View and

1. Problems found

This tab provides an overview of all the errors and problems which **ASEOPS** has found regarding your website and the primary keyword and search engine.

In this tab's toolbar, you have following options:

- **Fix Problem**: If you would like to fix a problem, click onto the corresponding element in the list and then onto this button. Thereupon, **ASEOPS** will show a window in which you can start measures in order to fix or improve the problem as indicated in the recommendation.
- **Set Optimized**: In case you prefer to take a recommended optimization measure yourself or do not want to change anything, you can set the status of that element to "Optimized." To do so, click onto the corresponding element in the list and then onto the button **Set Optimized**.

- **Exclude Element**: If an element is not relevant for your website at all, you can click onto this option. In this way, the optimization status of this element is set to "Excluded." The element may later be added again.
- **Reset Element**: Resets the status of the selected element to **Unknown**. You may check it again at the next analysis.
- **Export**: This function allows you to export the analysis report, e.g. into a PDF or CSV file.

Below the toolbar, you see information on the found problems, e.g. their **URL**, the number of problems (**HTML Validator**) and their **Total Size**.

2. Overall view

On the **Overall view** tab you will find a complete list of all the measures which are important for search engine optimization and which **ASEOPS** checks for the primary keyword and search engine you selected in your project.

They are sorted by superior categories which are:

- Technical analysis
- Site Rank
- Site Popularity
- Search engines appearance
- Social Bookmarking
- Ranking Analysis
- SEO Analysis

Each category consists of one or more optimization measures. These measures you can show or hide by clicking onto the box with the plus or minus symbol at the left of this measure.

The table shows for each measure its description, importance and optimization status.

- **Fix Problem**: If you would like to fix a problem, click onto the corresponding element in the list and then onto this button. Thereupon, **ASEOPS** will show a window in which you can start measures in order to fix or improve the problem as indicated in the recommendation. If the correction has been successful, you can set the measure's optimization status to "Optimized."
- **Set Optimized**: In case you prefer to take a recommended optimization measure yourself or do not want to change anything, you can set the status of that element to "Optimized." To do so, click onto the corresponding element in the list and then onto the button **Set Optimized**.
- **Exclude Element**: If an element is not relevant for your website at all, you can click onto this option. In this way, the optimization status of this element is set to "Excluded." The element may later be added again.
- **Reset Element**: Resets the status of the selected element to **Unknown**. You may check it again at the next analysis.
- **Export**: This function allows you to export the analysis report, e.g. into a PDF or CSV file.
- **Details:** Displays or hides a window on the right-hand side with the optimization details of the project.
- **Filter**: Allows to only show certain elements, e.g. only optimized or only non-optimized elements.
- **Rating History:** Displays or hides a diagram with the projects rating history.

In this way, you can work through the list of optimization elements step by step and take all measures necessary in order to achieve a better ranking among the selected search engines for the selected search term. Additionally, it provides you with an overview of the elements of your websites that are already well optimized and therefore do not necessitate any changes.

3. Report

On the third tab **Report**, you may export the generated analysis report, print it, and adapt it to your wishes by means of a template from the **Templates** section.

- **Generate**: Draws up the analysis report.
- **Export**: With this function you may export the analysis report, e.g. into a PDF or CSV file.
- **Report Settings**: Use this button in order to only take certain elements (e.g. only optimized elements) into your report or to exclude certain elements from the report.
- **Print Preview**: By clicking onto this button, you can see how the analysis report will look like once printed.
- **History**: Via this button you can look at already generated reports listed by their date, in order to compare report results.

Report Settings

The Analysis Report may be changed in different ways.

In order to edit the report settings, go to the section **Analysis & Error Recognition**, click onto the option **Analysis Report**, then select the **Report** tab and finally click onto **Report Settings.**

Now you have the following edit options at your disposal:

1. General

- **Include in Report:** Select the sections that should be included in the report.
- **Chart Settings:** Select a color for the chart. You can also define a custom color.

2. Content

- **Element**: Below, you can manually check/uncheck all the elements or sections you want to have or not have in your report.
- **Move Up/Down**: Furthermore, you can change the order of the elements in the list using the arrow buttons pointing upwards and downwards.

Website Rating

Website Rating

The **Website Rating** section in **ASEOPS** provides an overview of the most important factors for a website in relation to its ranking.

As there are many different criteria to be considered for the ranking, promotion and popularity of a website you should check from time to time how and how good the most important of those criteria like technical requirements, linking and an acceptable Page Rank have been fulfilled.

> **Note:** The **Rating** module offers the possibility to check the most important criteria at a glance and calculates an overall rating for a website. Please note that it should only be seen as a guideline and does not mean a representative statement about the quality or the real value of your webite. With the help of the rating you can identify which points may need to be improved and measure the changes over a specific period.

The **Website Rating** section consists of three tabs:

- **Website-Rating**
- **Compare Websites**: **On** this tab you can compare the results of different websites to each other.
- **Top 1000 Websites**: **This** tab will show you the best 1,000 websites which were tested in ASEOPS and ASEOPS for comparison.

Rating - Compare Websites

In order to process a rating query, proceed as follows:

- **Website**: Enter a URL here.
- **Rate Website**: Click onto this button in order to start the rating query. The query may take several minutes.
- **Export**: With the help of this function, you may export the query results into different formats.

After the query is completed, you will receive following information:

- **Overall Rating of the Website**: Here you see the complete rating of the indicated website, with 100 being the best possible value.
- **Site Rank Position**: Shows you the website's position in relation to the 1000 best websites, e.g. place 678 of 1000.
- **Top 1000 Websites**: Via this link, you may have a look at the dynamic list of the top 1000 entered websites. Alternatively, you can go to the tab **Top 1000 Websites** which you also find in the **Website Rating** section.
- **Last Update**: Shows the date of the last update of this value.

In the field below, you see the details which make up the rating. They are divided into four sections:

- **Site Rank**: **ASEOPS** determines how good your website is rated by important search engines and directories, for example the Google PageRank. In addition, the age of the website is determined which also plays a role for a good ranking.
- **Site Popularity**: This section is about the number of external links which different search engines determine.
- **Technical Analysis**: **ASEOPS** checks your websites for technical aspects which might be a problem for search engines, as for example Frames, and checks if the source code of the website has any errors.
- **Social Bookmarking**: Some websites offer the possibility for a user to refer to other good websites and this kind of recommendation becomes more and more popular today. Therefore, this section checks how many social bookmarks for the website in question the most important and best known of these portals offer.

For each factor which contributes to the rating you will get a value which the website got. The criteria have different weights. Apart from this value, you are shown in brackets which percentage of the possible score was achieved. At **Component Rating**, the scores for each section are summed up.

Rating - Compare Websites

The option **Compare Websites** is to be found in the Website Rating section.

This tool allows you to compare three websites regarding their optimization status. Thus you can, for example, compare your own website to that of your best competitors.

In order to compare URLs, proceed as follows:

1. Enter at least two URLs into the fields **URL #1-3**.
2. Then click onto the button **Compare**.
3. Once the comparison is finished, you will see its results below: in the upper half the all-in-all rating for each website, in the lower half the websites' detailled results.

In addition to comparing websites, the present **Compare Websites** tab provides following options:

- Print Preview: Lets you see how the website comparison will look like once printed.
- **Print**: Enables you to print the present comparison.
- **Export**: Allows you to export the comparison's results into an HTML or PDF file.

Rating - Top 1000 Websites

The option **Top 1000 Websites** is to be found in the Website Rating section.

On this tab, you can have a look at the best 1,000 websites which have so far been tested in **ASEOPS**.

In addition you can also see, which rating they received (in comparison to your own website project) and when they were tested.

At the bottom of the page you can navigate the according position ranges (1-100, 101-200 and so on).

Optimization

Optimization

In the **Optimization** module, you can analyze your websites in regard to SEO and compare it to your competitor sites.

It offers the following sections:

- SEO Analyzer
- Optimization Report
- Compare Documents
- Top 10 Compare

> **Note**: Please use the **SEO Analyzer** first to receive a list of all available documents and keywords, before using the comparison tools.

SEO Analyzer

The function **SEO Analyzer** is to be found in the **Optimization** module. The **SEO Analyzer** provides following functions:

- **Start Analysis**: Click here to start the SEO analysis of your website. **ASEOPS** will retrieve all the necessary data from and about your website. To stop the SEO analysis, click onto the **Cancel** button within the progress window.
- **Custom Analysis**: If you would like to define your website's analysis more precisely, choose the option **Custom Analysis** which you find by clicking onto the arrow on the **Start Analysis** button. Into the window that opens, enter the URL of your website and set the analysis, e.g. with regards to its scan depth.
- **Reset Keywords**: This option resets the keywords for the present URL. In this process, the inserted keywords are deleted for all documents. Afterwards, the values from the meta tag "Keywords" are reinserted.
- **Export**: Enables to export the SEO analysis into an HTML document.
- **Open URL**: Opens the URL of the entered website.
- **Edit HTML**: Allows to modify the URL's HTML document.

Once the analysis is completed, you will get a list below to see which optimization areas are already ok and which need to be improved.

- **SEO Analysis**: Checks if items like a title tag and headers are used correctly in your website and if the chosen keywords are found in different parts of the website, like in the body or in the <alt> tags of images
- **Page Source**: Shows the HTML source code of the selected site
- **Page Preview**: Shows a preview of the according site in browser

By clicking the +-icon you will see the subpages of the website and their rating and analysis.

> **Note**: You can define different keywords on which the analysis is based for each page of your website project. To do so, select a page and change or add keywords in the **Page Keywords** section on the right. You can also add keywords from a list which you have created in the Keywords section by clicking **Load from template**.

Finally, you have two possibilities:

- In order to export your report or print its results, go to the **SEO Report** section.
- Tto customize your report, select a template you previously created in the **Templates** section.

SEO Report

The **SEO Report** is based on the results of the SEO Analyzer. It allows you to create a well-structuted report listing all the SEO ratings for the pages of your domain.

In this section, you have following options:

- **Generate**: Click here in order to generate a SEO report and to show changes you may have applied to the template.
- **Export:** You can export the report into HTML, PDF, CSV, MS Excel or Word.
- **Template:** Select a template which you have created in the Templates section from the list.
- **Print Preview**: Lets you see how the SEO report will look like once printed.

- **Print**: Enables you to print the present SEO report so that you can compare the values after the optimization.
- **History**: A click onto this buttons shows a window at the right hand side which displays the dates of SEO reports.

Compare Documents

In the **Compare Documents** section of the **Document Optimization** module, you can compare two of your domain's pages or any other URL to each other in regard to their SEO optimization for a specified keyword.

The home page of your project is already preselected as the first URL, but you can easily select a different page from the drop down list.

> **Note**: Please note that you should do a SEO analysis first to get a list of the available documents on the domain.

Enter a second URL into the field **Compare to** or select one from the list.

Below, you can enter keywords manually. By default, the keywords specified for the page in the **SEO Analysis** section (normally the keywords from the Keywords meta tag) are available here.

Click **Compare** to start the analysis process.

You will then receive a list with the SEO analysis elements for both pages and can compare them accordingly.

At the top you see the overall rating of both websites.

You can export the results of the **Compare Documents** section on the right side of the toolbar to HTML or print them. Select a **Template** created in the Templates section to use your own logo and formatting, then click **Generate** to apply the changes.

Top 10 Compare

The **Top 10 Compare** section in the **Document Optimization** module allows you to compare your own website's SEO rating to those of the top 10 competitors for a keyword.

First of all, select the URL from your own domain to which you would like to compare the competitor websites. Below, you can select the keyword and the search engine which will be used to determine the top 10 competitors. By default, you will find the keywords you have selected for the page in the **SEO Analyzer** in this list, but you can also type in a different keyword.

Then click **Analyze Top 10** and **ASEOPS** will determine the top 10 competitors for the keyword and do a SEO analysis for them.

On the left side of the results table, you will find all the elements which were tested. Thus, you can see at a glance for every element how your websites and the top 10 websites are rated and can determine where your competitor websites are better than you in regard to SEO criteria and where they have their weaknesses.

> **Note**: The percentage which is given is always a rating which shows how well a website does in regard to this element. For example, a rating of 100% for duplicated meta tags does NOT mean that there are duplicated meta tags everywhere, but that there are no duplicated meta tags and thus the websites receives a 100% rating for not having duplicated meta tags. For a more detailed analysis of a single website, use the SEO Analyzer.

You can use the **Export** button to save the results of this comparison.

Keywords

Keywords

The **Keywords** module assists you in creating keywords and keyword lists, which you can use for directories or for ranking queries in **ASEOPS**.

This section has two sections:

- Keyword Analyzer
- Keyword Tools

Keyword Analyzer

The **Keyword Analyzer** section allows you to create and edit keyword lists.

Click **New** to create a new keyword list. As a first step, choose a name for your list. Confirm with **OK**. This list is then displayed as the active list. Using the corresponding button you can **Rename** or **Delete** the selected list.

Click the button Add Keywords to add new keywords to the active list.

Furthermore, you can load keywords from a text file by clicking the button **Load from File...**.

To add the content of the clipboard to your keywords choose Paste from Clipboard**.**

Another possibility is to import keywords from an URL by clicking **Load from URL...**. Enter the URL from which the keywords are to be extracted and confirm with

OK. The generated keyword list can be saved as a text file.

By clicking the button Properties or by double-clicking on a certain keyword you can see more details about it. Select a **Search Service** and the number of **Top URLs** to see the details, for example your top competitors, for the selected keyword after clicking **Analyze**. Via **Analyze All** all keywords which are currently in the list will be analyzed accordingly.

> **Tip**: If you select a competitor URL for a keyword in the list, you can right-click it to create a new project for this URL or to analyze it for further investigation.

In addition, you can **delete** one or more keywords from the list or directly **rename** them in the list.

Keyword Mining Tools

In the **Keyword Tools** section different tools are available to analyze keywords and generate new ones.

In the main window you will see the keywords that belong to your currently selected active keyword list.

Mark an item in the keywords list - or more than one by holding the **Ctrl** key pressed -, determine which Search Service you would like to query and how many results you would like to receive and click **Analyze** to see more details about a keyword. Alternatively, you can analyze all keywords at once.

You can see the Properties of a keyword by double-clicking on it in the list.

- Using the button Suggest you can generate new keywords based on one keyword to start with.
- Furthermore, you can use different Web Services to generate new keywords.
- To analyze the websites of competitors in view of keywords, click Competitor's.
- You can generate combinations of different keywords by choosing the Combinations option.

Backlinks

Backlinks

In the **Backlinks** module of **ASEOPS** you can have a look at all the websites which link to yours and analyze them.

- In the Links List section you can search for links and manually add new links
- In the Summary section you will get an overview of the distribution according to different criteria like PageRank and country of origin.

Backlinks List

The **Backlinks List** will help you to find and analyze external links to your website.

Click **Retrieve Backlinks** to start the query of links for the project URL. By default, the found links will automatically be analyzed. You can change this and other settings by clicking the lower half of the **Retrieve Backlink**s button.

> **Note**: The number of found/analyzed links can be increased in the scan settings which you will see if you click the lower half of the **Find Links** button. If there are duplicates among the found links, you may receive slightly less links than set.

In addition, you can manually add backlinks which you know or found by clicking **Add URL** or **Import** (.txt or .csv files). If you select a backlink in the list, you can **delete** it from the list.

Use the **Analyze All** button to analyze the whole list or the **Analyze Selected** to analyze only a part.

The results table offers the following values:

- **URL**: The URL of the website which contains a link to the URL you entered
- **Status**: The HTML status of the URL, normally a 200 - OK
- **Target**: The exact site of your domain to which the website links
- **Anchor text**: The text with which the website links to your URL
- **Outbound Links**: The number of outgoing links on the website in total
- **Attribute**: Special characteristics of the website as for example nofollow links

- **IP address**: The website's IP address to see if any of your backlinks come from the same IP.
- **PageRank**: The Google PageRank of the website
- **Server location**: The place where the server of the website is located
- **Domain**: The domain to which the website belongs
- **Added on**: The date when this backlink was first found or added
- **Page Authority**: The Page Authority predicts how well a web page will rank on a domain. The higher the Page Authority, the greater the potential to rank well
- **Page MozRank**: The mozRank represents the importance of a domain and has a value between 0 and 10 attributed by SEOMoz.org to a web page. The higher the value of the mozRank, the more important the document on a domain becomes.
- **Domain Authority**: The Domain Authority predicts how well a web page will rank on a domain. The higher the Domain Authority, the greater the potential for an individual page on that domain to rank well
- **Domain mozRank**: The Domain mozRank represents the importance of a domain and has a value between 0 and 10 attributed by SEOMoz.org to a web page. The higher the value of the mozRank, the more important the domain becomes.

You can have a closer look at one link by double-clicking it or by selecting it and clicking the **Properties** button in the toolbar. In addition, you can open the website in your browser from here.

Via **Find Backlink** you can search for a particular backlink in the list.

On the **Report** tab you can create a report of all the backlinks which are currently in the list - for your records or for your customer. Alternatively, you can **export** the link list into different formats like CSV or TXT.

Summary

In the **Backlinks Summary** section you will get an overview of all the backlinks which were found.

> Please note that this backlinks summary refers to the links you have found in the Links List section and that you will need to search for backlinks there.

The overview which you see at **Statistics** will help you to determine the total number of backlinks which were found for the analyzed site and their distribution in regard to IP addresses, NoFollow/Follow and unique domains, for example.

At the right you see in the **Backlinks Diagram** what the back link distribution on your website currently looks like in regard to the PageRank. Please ensure that your link distribution looks natural, meaning that there are far more links with PageRank 0 and 1 than there are with a higher PageRank. You can check this distribution in the back links pyramid.

In the **Domain Authority Diagram** you can see how the Domain authority for the linking sites is distributed. It is important to note that Domain Authority is on a 100-point, logarithmic scale. Thus, it is much more difficult to grow your score from 70 to 80 than it would be to grow from 20 to 30.

Below you see the distribution in regard to **geographical origin**, that is to the countries from which the links come.

By clicking the **NoFollow Diagram** button in the toolbar, you can add another graph which shows the distribution of Follow and NoFollow links which your backlinks have.

You can export all these backlinks statistics to different formats by clicking the **Export** button in the toolbar.

Ranking

Ranking

The **Ranking** module helps you to determine where your website (or that of a competitor) is currently listed in a search engine for specific keywords or keyword combinations.

It is divided into the following sections:

- Query search engines
- Ranking Status

Ranking Query

To see how your website is ranked by the different search engines, you can use the **Query** section. Please proceed as follows:

1. Enter a URL into the **Websites** field. Click **Add** to add the according URL to the list. You can also load URLs from the clipboard or from a text file.
2. Enter the keywords which you would like to query into the **Keywords** field. In addition, you can paste keywords from the clipboard or from a list which you, for example, created in the Keywords section. Afterwards, click **Add**.
3. On the right-hand side you can select the search engines for the query.
4. If you want to change the number of ranking results, you can do that in the **Advanced** tab of the project Properties.
5. Click **Start Query** in the tool bar to start the process.
6. After the query was completed, you will automatically be referred to the Status Report section, where you will be shown the results.

Ranking Status

The **Status** section of the ranking query displays the results of the data entered under Query.

1. In the **Table View** you are shown a summary of the results. The **URL** column indicates the number of subsites in the top results. Click the + icon to have a closer look at those subsites and their ranking.

On the right side you see the **Queries History** which is displaying the results of previous queries. It can be shown or hidden via the **Queries History** button in the tool bar.

Below is the Positions History as well as a graphical presentation of results over the time. Select a keyword and the corresponding search engine in the list of the main window to have a look at the development of the results. Thus you can check what effects the changes you made to your website have had.

The **Positions Chart** will demonstrate the history graphically.

You can generate a report with the ranking query results. To do so, click **Export** and select either Word or Excel als format. In addition, you can save the results in a .csv file.

2. You can then switch to the **Report** tab to save or print the results. You can customize your report by selecting a template which you have previously created in the Templates section.

Tools

Tools

In the **Tools** module, you will find many useful tools for editing and analyzing your website and generating information like site map files or meta tags.

Select one of the following sections:

- HTML Validator
- Link Validator
- Site Scanner
- Web Robot Simulator
- PageRank Calculator
- Site Map Generator
- Robots Generator
- Load Time Checker
- Code Shrinker
- Metatag Generator
- Automatic Submission

- Manual Submission
- Dublicate Content Finder
- Social Websites

HTML Validator

The **HTML Validator** checks source code of HTML documents for superfluous or wrong attributes and commands, automatically created, for example, by some WYSIWYG editors (WYSIWYG = What You See Is What You Get). They affect loading time, especially in bigger documents, or even cause mistakes on the site.

The HTML Validator offers two tabs: **Pages List** and **Report**.

1. Pages List

The **Pages List** tab provides following buttons:

- **Start Analysis**: Click here to analyse the URL of a project and its subpages. The time needed for the analysis depends on the complexity of your site and the speed of your connection.
- **Custom Analysis**: By clicking onto the lower part of the **Start Analysis** button, you may do a custom scan. In the Custom Scan dialog, you can e.g. select a scan depth and thereby determine to which level **ASEOPS** will follow links on your site. Additionally, you can increase or decrease the number of threads to increase or decrease the query speed. Finally, you can exempt certain pages, folders and session IDs from the analysis.

- **Properties**: If you would like to see all details on a certain Web page, choose this page and then click onto the **Properties** button. Alternatively, you can double-click onto the respective page in the list.
- **Correct Error**: Allows fixing mistakes on the website.
- **Open URL**: Opens the indicated website in your browser.
- **Find URL**: Enables you to search the URLs shown in the list for a certain term that you enter into this function's search mask.
- **Copy URL**: Copies the selected URL to the clipboard.
- **Export**: Exports the data you have received into different formats
- **View HTML**: A click onto this button shows or hides the HTML source code of the selected URL in the lower part of the current window. You may directly open and edit the site in the HTML Editor if the FTP connection data for this project is entered in the **Project Files** section.

Once the analysis is completed, the main window shows the errors and warnings regarding the indicated website. In order to see details about these errors and warnings, click onto the **plus symbol** in front of a website.

2. Report

Via the **Report** tab, you can create a report of the HTML validation process. Afterwards, you will be able to compare this report with reports you will generate once you have optimized your website.

The **Report** tab offers following options:

- **Generate**: Click here in order to generate a report of the HTML validation process.
- **Export**: You can export the report into different formats.
- **Template**: Select a template which you have created in the **Templates** section.
- **Print Preview**: Lets you see how the validation report will look like once printed.
- **Print**: Enables you to print the present validation report so that you can compare the current values to those after the optimization.

- **History**: A click onto this buttons shows a window at the right hand side which displays the dates of previously generated reports.

Link Validator

The **Link Checker** of the **Tools** module in **ASEOPS** helps you to find links on your website which do not or do no longer work.

The Link Validator has two tabs: **Link Validator** and **Report**.

1. Link Validator

The **Link Validator** tab provides the following buttons:

- **Start Analysis**: Click here to analyse the URL of a project and its subpages. The time needed for the analysis depends on the complexity of your site and the speed of your connection.
- **Custom Analysis**: By clicking onto the lower part of the **Start Analysis** button, you may do a custom scan. In the Custom Scan dialog, you can e.g. select a scan depth and thereby determine to which level **ASEOPS** will follow links on your site. Additionally, you can increase or decrease the number of threads to increase or decrease the query speed. Finally, you can exempt certain pages, folders and session IDs from the analysis.
- **Properties**: If you would like to see all details on a certain Web page, choose this page and then click onto the **Properties** button. Alternatively, you can double-click onto the respective page in the list.
- **Correct Error**: Allows fixing mistakes on the website.
- **Open URL**: Opens the indicated website in your browser.
- **Find URL**: Enables you to search the URLs shown in the list for a certain term that you enter into this function's search mask.
- **Copy URL**: Copies the selected URL to the clipboard.
- **Export**: Exports the data you have received into different formats

- **View HTML**: A click onto this button shows or hides the HTML source code of the selected URL in the lower part of the current window. You may directly open and edit the site in the HTML Editor if the FTP connection data for this project is entered in the **Project Files** section.

Once the analysis is completed, the main window shows the errors and warnings regarding the indicated website. In order to see details about these errors and warnings, click onto the **plus symbol** in front of a website.

You can find those links which no longer work in the list by their **Status**. In addition, you can have a look at the titel, type, size and modification date of each linked page.

2. Report

Via the **Report** tab, you can create a report of the HTML validation process. Afterwards, you will be able to compare this report with reports you will generate once you have optimized your website.

The **Report** tab offers following options:

- **Generate**: Click here in order to generate a report of the HTML validation process.
- **Export**: You can export the report into different formats.
- **Template**: Select a template which you have created in the **Templates** section.
- **Print Preview**: Lets you see how the validation report will look like once printed.
- **Print**: Enables you to print the present validation report so that you can compare the current values to those after the optimization.
- **History**: A click onto this buttons shows a window at the right hand side which displays the dates of previously generated reports.

Site Scanner

Use **Site Scanner** to read all links and HTML documents of a site. This might be useful, if you, for example, want to clean your web server and quickly determine unused documents.

To use the Site Scanner, select it from the **Tools** section, and proceed as follows:

Click **Start Analysis** to start the reading process. The amount of time needed depends on the complexity of your site and the speed of your connection. Click the lower half of the **Start Analysis** button to do a custom scan. In the **Custom Scan** dialog, you can select a **Scan Depth** to determine to which level **ASEOPS** is going to follow links on your site and increase/decrease the number of **Threads** to increase/decrease the query speed. In addition, you can skip certain pages, folders and session IDs and external links.

When the scan has finished, all found links are displayed.

After scanning your site you can have a closer look at each link by selecting it from the list and clicking Properties.

You can **export** the list of websites to different formats or create a report via the **Report** tab.

Site Checker Properties

The dialog window **Properties** shows the properties of a selected link. This window may be called up when using e.g. the function **HTML Validator**.

The Properties window consists of three tabs: **General, Outbound Links** and **Inbound Links**.

1. General

This tab provides following information:

- The **title** of the selected website.
- The **description** entered for this site.
- **Robots**: the site's indexing, e.g. "index" or "follow."
- **Modified**: the date of the site's last modification.

2. Outbound Links

Offers information about links leaving the site.

3. Inbound Links

Offers information about the links leading to this site.

Web Robot Simulator

The **Web Robot Simulator** section shows you how search engine robots "see" your site or those of your competitors.

Enter the URL which you would like to analyze into the address bar. Via **Navigate** you can open the selected URL in the browser or you can press ENTER.

Select an agent which you want to refer to from the list .

In the main window you are now shown the website. On the right side of the main window you can see a report which contains several details about the analyzed site.

Have a look at the different tabs to see the following information:

- **Robot View**: This view will show you what and how search engines read in your site.
- **HTML Source**: Shows the soucce code of the currently open website
- **Content**: Subdivides the content of each area like title, meta tags and body and shows you the mere text content only
- **Keywords**: A graph which demonstrates how often each keyword is used in the text
- **Links**: Lists all links outgoing from this site with their link text and possible nofollow attributes

PageRank Calculator

The **Page Rank Calculator** tool helps you to find out how the internal linking of your website will effect the PageRank distribution.

Thus, you will receive important information about the question if you give most PageRank to your important documents by internal linking or if you "waste" it on unimportant ones.

For calculating the program will use a PageRank of 1 as default. After analyzing your linking you will be able to see what the new PageRank could be based on the fictional starting PageRank 1.

> **Note:** This module analyzes the internal linking and the resulting distribution of the PageRank given by Google, but it does not analyze the external linking or the actual PageRank.

Click **Start Analysis** to start the reading process. The amount of time needed depends on the complexity of your site and the speed of your connection. Click the lower half of the **Start Analysis** button to do a custom scan. In the **Custom Scan** dialog, you can select a **Scan Depth** to determine to which level **ASEOPS** is going to follow links on your site and increase/decrease the number of **Threads** to increase/decrease the query speed. In addition, you can skip certain pages, folders and session IDs.

Depending on how extensive your website is, the analysis may take some time.

Afterwards, you will be shown all important information in tables.

The upper table will after a successful analysis show all documents of your website.

- **URL:** The exact URL of this document.
- **Status:** The http status code received.
- **Title:** The documents title according to the Title Tag
- **PageRank:** The determined PageRank based on a starting value of 1.
- **Inbound Links:** The number of links which link from other documents of your website to this document (links from external websites are ignored).
- **Outbound Links:** The number of links which link from this document to other documents of your website (links to external websites are ignored) .

Click a row in the upper table to be able to see in the other two tables below which documents are linked and where links come from.

> **Tip:** You should aim at getting the highest PageRank especially for all those important documents which you have optimized for certain keywords and with which you would like to achieve a good ranking.

You can **export** the list of websites to different formats or create a report via the **Report** tab.

Sitemap Generator

Use the Sitemap Generator from the **Tools** section in order to organize your website and to make sure that all pages can be found by search engines. This is especially important if your site contains Macromedia flash or Java Script menus that do not include HTML links.

For creating a sitemap, you have two possibilities: automatic site scan and manual generation.

1. Automatic Site Scan

Click onto **Start Analysis** in order to start the reading of your websites.

Via the arrow in the lower half of the button Start Analysis, you may launch a custom analysis. This provides you with following options:

- **URL**: Choose a different URL.
- **Scan Depth**: Determine the scan depth for the indicated URL.
- **Max. Number of Pages**: Limit the number of pages analyzed.
- **Default Page**: Set the usual homepage, e.g. index.htm.
- **Scan Sub-domains**: Determine whether sub-domains shall also be analyzed.
- **Skip URLS/Folders**: Exclude certain website addresses and/or folders from the analysis.
- **Clean Session IDs**: Deletes temporary session IDs.
- **Check External Links**: Determine whether external links – i.e. links to outside, additional contents – shall also be checked.

2. Manual Creation

The second possibility to create a sitemap is to add the links manually. Choose this option if you would like to manually add, import and/or delete data.

The analysis' results will be shown in the main window. It contains information on e.g. URL, title, description, size and importance.

Now how have following buttons at your disposal:

- **Generate**: Via this function you will get a sitemap in HTML and XML format. The **HTML** Site Map tab generates a website "map" in HTML format for human visitors. The **Sitemap XML Index** tab provides a XML sitemap for the indexing by search engines.
- **Sort**: You may change the sort order of the single elements by choosing **Ascending** or **Descending**.
- **Save As**: Save the sitemap for further use.
- **Customize**: **Here** you can specify the settings of your sitemap.
- **Open in Browser**: Shows the analysis' result in the browser.
- **Default Change Frequency**: Select a change frequency in order to set the update rate for the specified URL.
- **Default Priority**: Determine the indicated URL's priority in relation to other pages on the same site. This setting can help the Google robots to crawl the website correctly.
- **Default Last Modified**: Choose e.g. the server response or a certain value.

Customize Sitemap

You can customize the generated site map according to your wishes. You have the following options:

Specify if you want to **Use Relative URLs** to generate the site map.

Choose a HTML file with a template in the **External HTML template** option to show your sitemap in a special design.

Add a CSS file in the **External CSS Sheet** option.

In addition, you can choose elements to be displayed on the Site Map, i.e. whether you want the page title, description, URL and sample content to be generated. You can additionally specify a sample content length.

Use the **Include in HREF Elements** menu to determine those elements which are to be added in HREF.

Robots Generator

The **Robots Editor** creates a file which excludes robots of certain search engines or disallows access to specified folders of your website. It has to be placed in the root directory of the domain, so that search engine robots can find it. You can access the Robots Generator over the **Tools** module.

The Robots.txt works as follows: With *User-agent: Name of the Robot* you determine for which search engine robot the orders are valid. By adding Disallow entries you can determine folders which you don't want to be indexed, for example, because they have not yet been finished. In addition, you can add comments for yourself which are identified by an # and ignored by robots.

To address all robots, use the * character.

To create a completely **New File**, click the according button in the toolbar, otherwise click **Open File**.

Click New to add Robots Exclusions and the path to your sitemap. By clicking **Edit** you can make changes to the existing entries.

> **Tipp** : Use the Site Scanner to read the structure of your site and select directories to be locked for selected agents.

Below the list of User Agents and Disallow paths you can see the source text of your robots.txt file. Click **Refresh** to apply any changes you made in the upper part to that text or vice versa.

When finished you can save your file or export its content to a text file.

Load Time Checker

The **Load Time Checker** uses file and image sizes to determine the average loading time of a site with different speeds.

Click **Start Analysis** to start the reading process. The amount of time needed depends on the complexity of your site and the speed of your connection. Click the lower half of the **Start Analysis** button to do a custom scan. In the **Custom Scan** dialog, you can select a **Scan Depth** to determine to which level **ASEOPS** is going to follow links on your site and increase/decrease the number of **Threads** to increase/decrease the query speed. In addition, you can skip certain pages, folders and session IDs.

The results are displayed in the main window, split into different sorts of Internet connections. Click the + icon to have a closer look at the elements of a site and their loading time to determine which of them possibly cause a higher load time. To see all details about a specific subsite at a glance, select it and click Properties in the tool bar.

To create a report with the results of the **Load Time Checker**, click **Create** in the toolbar after the scan was completed or switch to the **Report** tab. Of course, you can **Edit**, **Print** and **Save** (as HTML, MHT or TXT file) your report, so that you are able to compare the current results to the ones you will have after optimizing your website. Via the **Export** button you can also save your results in different formats or create a report via the **Report** tab.

Code Shrinker

The **Code Shrinker** simplifies HTML code, so that better loading times are achieved due to smaller files. Like the HTML Validator, it deletes unnecessary HTML code.

Click **Start Analysis** to start the reading process. The amount of time needed depends on the complexity of your site and the speed of your connection. Click the lower half of the **Start Analysis** button to do a custom scan. In the **Custom Scan** dialog, you can select a **Scan Depth** to determine to which level **ASEOPS** is going to follow links on your site and increase/decrease the number of **Threads** to increase/decrease the query speed. In addition, you can skip certain pages, folders and session IDs.

After reading and compressing the files, the compression report is displayed in the main window.

You can select a compressed file from the compression report and take a look at it using the **Open in Browser** button on the right side of the tool bar. The compressed files can be saved individually or all together via **Save** .

Via the **Export** button you can also save your results in different formats or create a report via the **Report** tab.

Metatag Generator

With meta tags you can ensure that each document of your website is correctly indexed. Every single page of your site should have individual meta tags referring to the respective content of that page.

The **Metatag Generator** helps you to create meta tags fast and easily.

1. Standard Tags

Enter a value for each meta tag.

- **New:** You can start a different meta tag project
- **Open:** Allows you to open a metag tag project you already created before.
- Import: Read existing meta tags from existing HTML files or from an online URL and to edit or insert them into other documents.

You will find more information about the different meta tag types in the Meta Tags topic.

> **Tip:** Import an existing HTML file to check whether it contains valid meta tags.

Afterwards, select the **Generate** tab.

2. Generate

The list contains all meta tags which you previously filled in. Uncheck any item which you do not want to use for your current file.

Then, click **Generate** to create the correct code. It is shown in the **Results** section.

By using the **Copy to clipboard** button you can copy the generated meta tags and paste them into a HTML document. If you select **As HTML page** the correct tags

<html>

<head>

</head>

<body></body>

</html>

are directly created and copied as well.

Alternatively, you can add your meta tags to a HTML document by opening the **Insert** tab.

3. Insert

Click **Add file** to select a HTML file, into which you would like to insert the generated meta tags. Via **Add folder** you can add all files within a specific folder to the list.

Next click **Insert** to insert all created meta tags into the selected files.

The **Edit HTML** button will open the HTML document directly in the HTML Editor.

Automatic submission

On the **Automatic Submission** tab of the **Tools** section you find all search services with which this kind of submission is possible in **ASEOPS**.

First of all, please select an existing **Template** with submission data or click **New Template** to create a new one. You can change the selected template any time by clicking **Edit Template**.

The search engines are sorted by country what makes it easy to find the right ones.

To select the desired search engines, click the + icon next to the according country to see all available search services. The **Rating** and the **PageRank** which are shown for a search service will help you to get an idea about their importance. In addition, the **Language** is listed for all search services. If you would like to include all search services which are available for a country, simply check the box for that country instead of selecting them individually.

> **Note**: Some of the listed search engines have restrictions and only accept certain top level domains like .com or .de. If this is the case, this is shown in the **Restriction** column and you can only submit your site if your website meets this condition.

If you have previously done an analysis with **ASEOPS** the program has already analyzed in which search services you are already listed and in which not. This can be seen in the **Recommendation** for every search service. To submit your website only to those search services where you are not listed yet, click the **Select** button and choose the option **Recommended only**. Thus, only missing search services are checked. In addition, you can use the **Select** button to check all search services at once or to uncheck them all. To see only those search engines which are currently checked, you can click the **Show Selection** button. Click it once more to see all search services again.

Then click **Submit** in the toolbar to do the submission to all selected search engines.

After submission, you can directly see if the submission to a selected search service was successful by looking at the **Status** which is shown in the list. Below, you will also be shown the answer page which the search service returned.

> **Note**: The status *OK 200* does not mean that your website has already been added to the search service! This may take some days or even weeks. The status will only inform you if the submission was successfully received by a search service.

The date of the submission will be added to that list so that you can later see at a glance when you last submitted to a specific search service.

Via the **Export** button you can save your results in different formats or create a report via the **Report** tab.

Manual submission

The **Manual Submission** tab comprises all search engines or directories which do either not allow automatic submission or which have e.g. premium offers about which you should decide yourself.

First of all, please select a **template** with submission data which you have already created in the Templates section, or click **New Template** to create one now. You can change the selected template any time by clicking **Edit Template**.

On the right side, you see a list of all search services sorted by country. Click the + button to be able to see all search services for a certain country.

The **Rating** and **PageRank** will help you to estimate the importance of a search service. In the **Recommendation** field you will find information whether you should submit your website to that search engine or directory, based on the results of the analysis which **ASEOPS** made.

As soon as you select a search service in the list, the website of that search service will be opened in the browser on the left side.

In most cases this will already be the site where you can submit your side, in some cases you may need to do some clicks to reach the correct page, because you need to decide between premium and free offers.

With the **Back** and **Forward** buttons you can go to a previous or already opened site as in any browser.

In the **Fields** section on the right, you see all the information which you have added in your project. By clicking the **Fill Form** button in the toolbar, **ASEOPS** will fill this information into the submission form of the website. You can change, add and review the entries, if necessary.

To erase all entries in the form click **Clear Form**.

If you already submitted your site to a search service or do not want to do so, you can **mark it as submitted** by clicking the according button in the toolbar. Thus the recommendation for the selected search service will change. Accordingly, you can mark it as not submitted.

After filling in all necessary fields, you can submit your site by clicking the according submit field in the submit form.

Via the **Export** button you can save your results in different formats or create a report via the **Report** tab.

Duplicate Content Finder

With the help of the **Duplicate Content Finder** you can search your website for texts which are used on several sites ("Duplicate Content") to avoid that some contents and subpages are evaluated more negatively or are not indexed by Google. Make sure that every subpage has its own, unique content.

> **Note**: It is, of course, not possible to avoid all kinds of overlapping in one website project. Even the use of the same always used navigation bar can lead to a certain grade of concordance. Therefore, you should concentrate on the text contents and avoid sites which are 90 or 100% identical in regard to content.

If you want to analyze your project URL and its subpages, click **Start Analysis**. Otherwise, click the lower half of the **Start Analysis** button to do a custom scan. In the **Custom Scan** dialog, you can select a **Scan Depth** to determine to which level **ASEOPS** is going to follow links on your site and increase/decrease the number of **Threads** to increase/decrease the query speed. In addition, you can skip certain pages, folders and session IDs.

After the scan finishes, you will be shown a matrix of all the pages in the main window which allows you to compare every site in your domain with every other site. You get a percentage for every pair of pages, which will show the level of similarity.

You should look for pairs of websites which show a higher number of similarity, for example 70 or 90%. These fields will be marked in colors (yellow and orange). If you click such a field, you can compare the **Original Page** to the **Similar Page** below.

You can export the results of the Duplicate Content Finder to .csv or an Excel spreadsheet by clicking **Export** in the toolbar. In addition, you can create a **report** on the according tab which will list all similar web pages.

Social Bookmarks Manager

With the **Social Bookmarks Manager** you can manage your existing social bookmark accounts like De.licio.us in one single application.

Favorites

This area consists of three tabs:

1. **Accounts**

The accounts you saved in **ASEOPS** are listed here. Clicking on an account will open its login page in **ASEOPS** and fill in the saved login information automatically.

Through the context menu you can open an account's Properties where you can edit the login information and URL.

2. Recommended

Provides a list of social websites recommended by **ASEOPS**.

3. History

Displays **ASEOPS**'s browser history.

Reports

Reports & Success Tracking

In the **Reports** module you have the possibility to combine the results of the different analyses and tools in one General Report.

The reports for the different tools and analysis functions can be generated in the according sections in the program.

General Report

In the **General Report** section you can combine the reports of different modules into one overall report.

To do so, select the items you want to add in the **Report Builder** on the left side and click > to add it to the selected reports on the right. Alternatively, you can select an element, right-click it and choose **Add to Report**. Via the right-click menu -> **Display** you can have a look at the according report.

To remove an item from the report, select it and click < or right-click it and select **Remove from Report**. Via the right-click menu (or by drag & drop) you can also change the order of the elements.

Afterwards, click the **Create** button to create the report with the items you chose.

Then you can **Export** or **Print** your general report.

Program Options

The program options of **ASEOPS** can be opened via the according entry in the **Edit** menu or by clicking `F11`. They are divided into eight tabs:

- General
- Projects
- Advanced
- Network
- Custom Ratings
- Backlinks
- Sound
- Proxy Servers

You can reset the default settings by clicking on **Restore default settings** in the lower left corner.

Options - General

On the **General** tab of the **ASEOPS** program options you can decide on the following settings:

- **User Interface Language**: Select the language you want to use.
- **User interface theme:** Change the program's appearance.
- **Open last project at startup**: If you check this option the last project will be opened once you restart the program. This is useful if you are working with one project at a time.
- **Auto-run Quick Rating after website analysis**: Check this option if you want to receive a percentage result for your website after using the **Website Analysis** module

- **Automatically check for updates every x days**: If you check this option, **ASEOPS** will detect updates of the program or the database automatically.
- **Projects Folder**: Here you can determine where your **ASEOPS** projects and results will be saved by default.

Options - Projects

Your projects will be saved in this location. You can use the **Move** button to share your projects over a network with other team members.

Options - Advanced

This tab has three areas:

1. Analysis Settings

- **Max. Threads**: Set a number of threads which will be used for queries as a maximum. A larger number will increase the speed.
- **HTTP Timeout**: A specified period of time that will be allowed to elapse before an error is returned.
- **Ignore characters in keywords:** Enter the desired characters without any delimiter between them.

2. Ranking Settings

Here you can adjust the settings for search engine queries. You can use these settings to make the queries more search engine-friendly so that you don't get blocked.

- **Visit search engine query before query:** Loads the search engine's main page first (e.g. google.com).
- **Random pause after homepage: ASEOPS** will use a value within these specifications to wait before starting a query.
- **Random pause between queries: ASEOPS** will use a value within these specifications to wait before starting a new query.
- **User-Agent string:** Select the default user-agent string.

3. Web Files

Select which file types are to be analyzed by the Site Checker modules, like e.g. Link Checker, HTML Validator etc. If your page includes HTML files with any extensions which are not listed you can them here so that **ASEOPS** recognizes these files as well. Simply enter it into the field below and click **Add**.

Options - Network

If you are using a proxy server, you need to configure **ASEOPS** so that it can connect to the Internet via HTTP and FTP.

In most cases, no changes need to be made as most Internet connections work without proxy servers.

> **Tip**: If you are not sure whether you are using a proxy server, click the **System Settings** button. If your computer is configured correctly, proper settings will be used automatically, and no further changes need to be made.

To make proxy settings, select the proxy type for http and ftp connections from the **Connection Type** list and type in the required information into the fields below. If necessary enter a user name and password as well. (This section should only be changed by advanced users. If in doubt, contact your system administrator.)

Options - Ratings

On the **Custom Ratings** tab of the program options you can change the importance and weight for the different SEO criteria which are used in the Website Analysis section. This way you will be able to decrease the weight of a certain element in case you consider it to be less important for your projects.

Select an element from the list and set its importance and weight on the right side. You can select an **Importance** (*less important, important, very important*) from the drop down list and change the **Weight** by moving the scroll bar.

Options - Backlinks

On the **Backlinks** tab, you can choose how your **backlinks** will be selected. You can pick either **SEOmox Top-1000 URLs** or **blekko SEO Tools**. Blekko's web service requires you to sign up free of charge. Simply click on the provided link.

Options - Sound

On the **sound** tab, you can configure individual **sounds** for specific program events. First, select the program from the event list and then assign it to the desired sound.

Press the **Browse** button to get to additional sounds on your computer, which you can assign to program events.

Options - Proxy Servers

Use these Option to create a list of proxy servers in order to accelerate large search engine queries. In order to use this feature you need to check **Use proxy servers for search engine quering**.

You can either type in the proxy or load a list from a text file.

Lost Unlock Key Wizard

The **Lost Unlock Key Wizard** assists you in recovering your unlock key, in case that you lost it. Go to the **Wizards** section and select the **Lost Unlock Key Wizard** from the list.

In the first step of the wizard you are asked for some relevant data, which the AceBIT service team needs to be able to find your lost unlock key (bold fields are required):

First name: Enter your first name.

Last name: Enter your last name.

Company: Enter your company unless you do not use the program privately .

Email address: Enter the email address you used when ordering the product. If you are not unsure, you can enter more than one email address by separating them with a semicolon (";").

Reseller: Select the seller from which you bought the product, e.g. 1&1. If you have forgotten, select *Don't remember*. If you select *Other Online Shop*, you can specify it in the text field on the right.

Purchase date: Enter, when you bought ASEOPS. If you are unsure, enter the approximate date.

Comments: Here you can add further details for the AceBIT service

team. Click **Next** after filling in all required fields.

As a next step you are asked to review the details which you are going to send to AceBIT. If you would like to make any changes, click **Back,** otherwise click **Finish** to send the request using your default email client.

Test Connection Wizard

The **Test Connection Wizard** will connect to one of the AceBIT servers to test the connection. If the attempt fails, the log will help to find the reasons for the problems.

Go to the **Wizards** section and select the **Test Connection Wizard**.

> **Note:** Please ensure that to access the internet is allowed to **ASEOPS** by your firewall.

Under **Proxy** you can enter proxy settings if you are using a proxy server. If you are not sure, click System settings and **ASEOPS** will use the settings that Windows uses.

Click **Next** to start the connection test .

If any problems should occur, the log which is generated will help to resolve the problem. In such a case, please review the text which is sent to AceBIT and click **Finish** to send the log using your default email client.

Report Search Engine Wizard

To report a search engine which you would like to have added to the database of **ASEOPS**, use the **Report Search Engine Wizard** in the **Wizards** section.

Fill in as many fields as possible with information on the search engine you want to report. Fields in bold font are obligatory.

Click **Next** after having entered all information.

As a next step, please review the data you entered and click **Finish** to send the XML file to AceBIT using your default e-mail client.

After reviewing and validating the reported search service we may include it into one of our next database updates.

Basics 1: Content

The most important part of your website is its content - no surprise. Good, current content guarantees that users return. Here are some of the most important things which you should bear in mind:

1) General:

- Instead of wasting valuable time on tricks and manipulation, you should rather focus on keeping your content well arranged and interesting. You should maintain your focus on your website's visitors.
- Share your know-how with the world. You will be rewarded with loyal visitors, many recommendations and links to your site.
- Concentrate on only a few topics in the beginning to be able to offer better content.
- Select strategically important keywords for your site and add them to your text without cumulating too many which would displease a visitor.
- Take care that the content you offer is up-to-date.

2) Style:

- Separate advertising and content, because this will make your statements seem more reliable.
- Start mentioning the most important information to attract interest.
- Explain the technical terms you are using in your text, if necessary.
- Pay attention to orthography, grammar and punctuation. Small mistakes will be tolerated, but if this should occur more frequently the reading flow will be impeded and the text will appear less reliable.

- Make sure that your sentences are as short and as precise as possible and that you do not use unnecessarily complex structures and topical excursuses.
- Structure your text for reason of clarity by using subheadings and use enumerations where it is appropriate instead of creating one large block of text.

Basics 2: Design

Apart from content, the design of a website plays an important role as it will also affect a visitor. First of all it is most important that you have exactly that visitor in mind when you choose a design and do not loose yourself in technical tricks and gimmicks just to show that you are able to. Instead you should count on a simple and clean design. Let the following tips guide you:

- Try to find a strategy concerning graphics and pictures which best fits your content: Pictures are helpful to demonstrate facts and valorate text optically, but they can also distract people from the actual content when they are used too often, too centralized or too oversized.
- Select a font and font size which your reader's will appreciate.
- Make sure your texts are readable - dark lettering (best would be black) on a light background will have the best contrast and will help visitors to read your text.
- Be careful not to use too many colors, as a website which is too colorful does not communicate as much and can appear disturbing. In addition, it is important to have a look at colors which are close to one another.
- Consider which color represents your concept and content best. Plain colors which do not attract too much attention are often the better alternative compared to shrill and noticeable colors - even when you like the latter personally.
- Do not change structure and layout for any of your subpages.
- If you use less elements and technical gimmicks, the load time of your website will be short which will certainly please your visitors.

- Use known symbols for known functionalities, as for example the shopping cart icon for order pages.
- Characterize links with one of the usual representations.
- Use "Thumbnails" if you want to publish huge images to ensure that the load time is short and your site is clearly arranged.
- Do not use too many animations and acoustical signals - if any - because this will annoy visitors sooner or later.
- Offer a clear and easy-to-use navigation to your visitor so that he/she is able to find the right way.
- Try to avoid that a visitor has to scroll horizontally.

Some more tricks and tips can be found on the Internet for example at

http://www.usabilityfirst.com/websites/design.txl

Basics 3: Domain Name

A further important step when creating your website is to choose a domain name. Here are some things that you have to think of:

- The domain name you have chosen has to be free, so that you can register it.
- Your domain name may not violate the right of third parties and companies. Big and well-known companies will generally have a prior right about domain names as far as their name is concerned. In addition, you should be careful with names of stars and prominents, at least if you haven't ask for permission first.
- For company websites the name of the company would fit best. Customers who search for a company in the Internet will be able to remember www.company.com very well.

- It is helpful if you can add your most important keyword to the domain name. This will not only improve the ranking, but also tell a visitor what he/she can expect on your website.
- A short domain name is easy to remember for a visitor.
- A concise name may be better than a fantasy construction or abbreviation.
- Make sure to use known and generally accepted top level domains like .com, .net, .info or similar.

Basics 4: Specialization

Do not try to put all information in one huge HTML file, but specialize your pages.

> **Example:** If your website deals with animals, create one page for elephants, one for tigers etc. A page with little content, in which the word "elephant" is mentioned frequently, will be ranked higher than a 3 MB HTML file, in which "elephant" is just one word among thousands.

This little step can help be ranked considerably higher! In addition, your pages are much easier to read.

Basics 5: Technical details

Before submitting your website, make sure it is technically correct:

- Your website does not trigger any error messages (e.g. it runs under standard browsers like **Firefox** and **Internet Explorer**).
- File sizes of images are optimized.
- Titel, meta tags and robots.txt are included for each site.
- There is a Noframes section (only if you are using frames).
- Your links work properly.
- etc.

Tip: Use the different analysis tools in the Analysis and Tools sections to check your website for possible errors before you submit it to search services.

Search engine submission

Search engine submission or registration is the process of getting your website included in a search engine index. Many people believe that website submission is not necessary, because the leading search engines like Google and Yahoo! use crawlers and bots to search and add URLs to the index. But this can only happen if a site is already linked to sites in the index. In addition, directories, and smaller, regional search engines will never find your site. It is in any case better to take matters into your own hands and to submit your URL instead of waiting until it will be found by a crawler. In addition, the search engine submission will help you to get the first valuable backlinks for a new project.

With **ASEOPS** you can submit your website both automatically and manually. With an automatic submission you can save a lot of time and energy: You enter details about your website, select search services to which you like to submit your website and let the program do the rest.

However, there are situations, when only manual submission is possible. For example, some search services ask you to enter a generated code to avoid receiving too much spam from submission tools. In addition, **ASEOPS** does not submit your website automatically to those search services which are not free of charge.

In general, it is not submit your website more than once to search engines and directories. Search engine crawlers update the information about your page automatically at regular intervals, once you have been accepted into the index. Only if there are major changes, i.e. translate it into another language or completely change the content, it is recommendable to repeat the submission.

You should take into consideration that most search engines take 6 weeks or more to index your website after submission. Don't panic when you can't see an immediate response to your submission, but visit the search services at a later date again.

What are meta tags?

Meta tags enable you to give certain information about your website. This information is then read by search engines (not directories!), or better by their robots. For example, the text entered through meta tag "description" should be displayed as a description of a page (i.e. a HTML document, not the whole site) in a search engine.

Meta tags can help you to avoid problems with frames, tables, or other difficult elements. Meta tags help you control site descriptions in such search engines that support this feature. You should use meta tags, but remember that they do not guarantee that your website ranks number one, or that it will be displayed ideally.

Meta tags can be created in **ASEOPS** using the integrated Metatag Generator.

Use the clipboard or the integrated editor to add the generated meta tags to your HTML files.

Here you will find some basic information about the according meta tags:

- Author
- Publisher
- Copyright
- Topic
- Keywords
- Description
- Page-Type
- Audience
- Indexing
- Expires (valid until)

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